



INTERNATIONAL ROAD DYNAMICS INC.

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For Immediate Release: August 7, 2003

IRD TO ACQUIRE INTELLIGENT TRANSPORTATION SYSTEMS (ITS) BUSINESS FROM GERMAN-BASED PAT GMBH

Conference call to be held at 11.00 AM ET Friday August 8, 2003

Saskatoon, SK August 7, 2003 - International Road Dynamics Inc. (IRD) announced today that it has signed an asset purchase agreement for substantially all of the assets of the Traffic and Telematics business of German-based PAT GmbH ("PAT") located in Europe and the United States. Included in the purchased assets are the inventories, fixed assets, service contracts, order backlogs and intellectual property related to PAT's ITS business, as well as the right to use the "PAT Traffic" name. IRD has also acquired an option to purchase the PAT traffic business in Santiago, Chile that is expected to close by the end of August 2003. IRD will pay approximately USD \$2.8million in cash, including the purchase of PAT Chile.

To provide financing for this transaction, IRD has arranged an extension to its existing bank credit facility to CDN\$7.5M.

PAT has developed a strong market position in certain ITS markets including Europe, Asia and South America that complement and extend IRD's industry-leading presence. In addition, through PAT's operations in the United States, IRD increases its presence and customer service capacities thus leveraging location and complementary strengths.

PAT's product offering includes weigh-in-motion systems, traffic data collection systems, portable weigh scales and other related ITS products and services. Sales for the most recent fiscal year were approximately USD \$10 million.

"The benefits of this acquisition are significant," commented Terry Bergan, IRD's President and CEO. "We will be enhancing our presence in current and new international markets, while acquiring related systems and technologies that complement our current product offering. We have also acquired a successful participant in the ITS Industry, thus securing IRD's position as a leading supplier of products and services to the global ITS marketplace."

Mr. Bergan concluded, "We are committed to providing our new customers with the same high standards of innovative technologies and professional services they have come to expect. Our increased presence in the U.S. and strategic locations worldwide provided through this acquisition will ensure that we offer our existing and new customers superior service and support. We are also pleased to welcome the PAT Traffic people joining the IRD team, and look forward to their contribution as we grow our business for the benefit of our shareholders and our customers."

A conference call will be held by IRD's senior management team to discuss this transaction at 11.00 am ET Friday August 8, 2003. To access the call, please dial (800) 273-9672 or (416) 695-5806. Should you miss the live conference call, a replay can be accessed until August 15, 2003 by dialing (416) 695-5800 or (800) 408-3053 and entering the access code 1466984 when requested.

IRD is a highway traffic management technology company specializing in supplying products and systems to the global Intelligent Transportation Systems (ITS) industry. IRD is a North American company based in Saskatoon, Saskatchewan with sales and service offices throughout the United States and overseas. Private corporations, transportation agencies and highway authorities around the world use IRD's products and advanced systems to manage and protect their highway infrastructures.

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The Company's shares trade on the Toronto Stock Exchange under the symbol IRD.

FOR MORE INFORMATION PLEASE CONTACT:

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**IRD is listed on the TSX - trading symbol - IRD
www.irdinc.com**